

August 2011

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*“The Boys are Back in Town”*

**Join Al and his band  
“Time Warp”  
for a journey through time as they  
perform some of their favourite songs!**

**Thursday, September 15, 2011  
7:30PM**

**Festival Place, 100 Sherwood Drive  
Sherwood Park, AB**

Tickets are only \$10.00 each! Proceeds after expenses will be donated to the Strathcona Food Bank.

Tickets can be purchased over the phone by calling Festival Place Box Office at 780-449-3378. They can also be purchased in person at the Festival Place Box Office.

Tickets are also available online through Ticketmaster, however please note that the Ticketmaster service fees will apply.

Looking forward to seeing you there for what promises to be a great evening!

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## Measure What You Create, Not What You Avoid

by Alan D Quilley CRSP

### Stop Preventing & Start Creating

Imagine how hard it was for Edwards Deming in the 1950s to change the thinking of North American manufacturing from counting their failures and rejects and focusing on 100% reject free, to actually measuring and celebrating what they should be creating... product excellence. Deming was so frustrated he had to move to Japan... where many years later the Emperor of Japan presented him with the second highest order of medal available in Japan, honouring him for almost single handedly turning Japan's economy around.

Somehow some in our profession have missed the 80's revolution where almost all areas of business shifted to measuring what they were creating... product excellence. Here in Safety Management, some are still counting and "preventing errors". How unfortunate... no wonder so many people in the safety business can't get into a boardroom. We don't fit with the modern thinking of management. If you want to see a management team, get behind something... start measuring them on what they do and not what they avoid. The fact is that measuring the absence of a negative (incidents, injuries and related costs) can sometimes happen entirely by being lucky. There's nothing more harmful you can do for an executive management team than to give them a bonus for being lucky. They soon realize that their inactivity could result in a bonus anyway... so they focus their efforts on what they can do something about... production creation.

"Measure and celebrate what you create, not what you are trying to avoid" is the fundamental lesson in business. Create and measure safety excellence and the activities that make a place of work safe and healthy. Measure what you do to make it a safe place to work and you will have very few downgrading incidents to count as an outcome. Then if you do have a downgrading incident... learn from it and continue to strive for safety excellence (and for goodness sake, don't take away everyone's "safety award"). Celebrate what you do, not what you avoid, because you'll never really know if you created the "accident prevention" or if it was just luck. Hard to fake the creation of safe environments and behaviours... none of that is just LUCK.

Of course you can't get a management team to say they don't want 100% accident free, but that doesn't help them achieve anything. Get them to focus

on 100% of their safety creating goals (inspections, observations, employee engagement, procedure development, etc.) and eventually you'll have very few, if any, incidents to count. Deming would have wanted it that way.

### Measuring the Positives

What are these positives in safety management? Some call them leading indicators. I believe that these leading indicators are all too often misunderstood. It's a simple concept really. What things are present to make me believe that I will get the desired outcome. In Deming's approach, he would say if you want to build a perfect car, then focus on perfect parts. So if your goal is to safely produce your product or service, then what things are you doing to ensure you achieve that outcome? If safety toolbox meetings are what you think will add to your chances of accomplishing your goal, then simply measure the quality and quantity of your meetings. Machine maintenance checklists, safety observations, and safety training; these are all common examples of what we do to make our places of work safe. Measure them often, recognize the effort it takes to make these activities happen and celebrate the positive outcomes.

This is the key to safety excellence.



## **Practical Based Safety and Incident Investigation courses Sherwood Park, September 19 and 20**

We are pleased to present our Practical Based Safety and Incident Investigation courses, taking place in Sherwood Park, September 19-20, 2011. For more details and registration, please either visit our site at [www.safetyresults.ca](http://www.safetyresults.ca), or [click](#) to go right to the page. The BCRSP has awarded each of the courses with 0.5CMP. Discount available for 2+ participants from the same company!

## **Safety Results Blog**

Well I finally did it...after several years of thinking that I should do this, I finally found the time to create a Blog. I hope you enjoy it as a place to come to discuss the Search for Safety Excellence. Please leave a comment and let us know you were there!

<http://safetyresults.wordpress.com/>

## **CRSP Examination Preparation Workshop - October 2011**

Our next workshop will be held October 14-16, 2011, in Sherwood Park, AB. The timing is perfect for those wanting to write their CRSPEX in May 2012.

After a total review and rewrite of all of our study materials and tests, we're back offering you what we believe to be THE most comprehensive Examination Preparation Workshop available.

What makes us different?

- All materials were created by working CRSPs experienced in Adult Education (former and current U of A and NAIT course designers and instructors). Our business was created, and centers around, educating adults in OH&S topics.

- Our authors and instructors bring you many decades of practical experience and knowledge to help you focus your studies to make your examination writing positive and successful.

- We are the only workshop provider that offers a workshop guarantee. More details are available on our site.

- Our outstanding feedback about our workshop process and material gives us overwhelming confidence to advertise our offer as the best in class!

Registration is open now, please either visit our site at [www.safetyresults.ca](http://www.safetyresults.ca), or to go right to the page, please click [here](#).

## **CRSP Examination Preparation Workshop Orlando (Kissimmee), Florida March 12-13, 2012**



Winter is coming - isn't it time to think about taking your CRSP Examination Preparation Workshop ... in Florida? Yes, we're doing it again! This will be the 3rd year that we have taken our wildly popular CRSP Examination Preparation Workshop to Kissimmee, Florida! Join us on March 12 and 13, 2012, for our 2 day format workshop.

Our previous "exotic" CRSP Examination Preparation Workshops have been resounding successes! Everyone who participated say the locations have been great and were very happy to get away from the Canadian winter cold and snow.

Orlando is easy to get to ... Westjet has nonstop flights from Calgary, with easy connections from Edmonton. Air Canada offers non-stop flights from Toronto.

Registration is open now, please either visit our site at [www.safetyresults.ca](http://www.safetyresults.ca), or to go right to the page, please click [here](#).

*"I took your CRSP Prep course in March of 2010 in sunny Kissimmee, Florida.*

*THANK YOU very much for providing the very best materials, guidance and assistance in developing a study strategy that proved to be successful for me. I wrote the CRSPEX and passed! I was one of only 55% that passed. It would be very "safe" to say I would not have passed without your resources."*

## Coming soon!

Our exclusive CRSP Workshop Manual and our own CRSP Examination Practice Examination Questions and Answers Workbook are currently at the printers. We hope to have the printed material available for sale on our website in early September.

## Compliments for The Emperor

We recently received the following from another satisfied reader:

*I've spent countless weeks studying OH&S course textbooks (Geller, Petersen, DNV, etc.) and motivational publications by Daniels, Covey, and Carnegie just to name a few. The one indispensable book I always loan out is "The Emperor Has No Hard Hat: Achieving REAL Workplace Safety Results". It effectively integrates all these philosophies into an amusing, fun to read experience illustrating simple strategies to implement as a culture progresses and matures. This is one of my best book investments and something to seriously consider aiding you.*

*Posted by Jeff van der Ploeg, CRSP*

Thank you Jeff! We appreciate your kind comments!

## Got Emperor?



## On The Net

Distracted Driving Demonstration

Looking for a low cost way to demonstrate humans just don't drive very well while they are distracted. Buy yourself a remote control car and have your employee drive the vehicle while answering the cellphone or text messaging...the results will be predictably bad...have a look.

<http://www.youtube.com/watch?v=0AHGLGQgAn8>

Some very interesting and thought provoking articles from Aubrey Daniels International

<http://pmezine.com/Behavior-Based-Safety>

Can't make it to one of our seminars in September... consider joining Richard Hawk in Chicago Sept 22, 23, 2011

[http://www.adlassociates.com/safety\\_richard\\_hawk.htm](http://www.adlassociates.com/safety_richard_hawk.htm)

<http://www.napofilm.net/en>

<http://www.safestemployers.com/>

Our friends at the Canadian Centre for Occupational Health & Safety have done an excellent job of providing FREE podcasts...check them out and share them!

<http://www.ccohs.ca/products/podcasts/>

More Podcasts You Many Find Interesting

<http://ohsonline.com/podcasts/list/all-podcasts.aspx>

<http://www.leanblog.org/2011/02/podcast-113-aubrey-daniels-phd-safe-by-accident/>

<http://www.kidpower.org/resources/podcast/>

<http://www2c.cdc.gov/podcasts/>

<http://www.hse.gov.uk/podcasts/archive.htm>

## From the Kinsmen Club of Edmonton

The Kinsmen Club of Edmonton is proud to present THE LEGENDS EXPERIENCE, a once in a lifetime opportunity to spend an evening with The Great One, hockey legend Wayne Gretzky.

THE LEGENDS EXPERIENCE will feature an interactive discussion with The Great One, as well as appearances by other sports celebrities, live comedic entertainment, live & silent auctions, a four-course banquet and full bar with table service.

Join in on September 23, 2011 at the Northlands EXPO Centre as our city's greatest sports legend, Wayne Gretzky, is back in Edmonton!

For more information, including ticket information, please visit: [www.thelegendsexperience.ca](http://www.thelegendsexperience.ca), email [sales@thelegendsexperience.ca](mailto:sales@thelegendsexperience.ca) or download [PDF brochure](#).

This event is brought to you by the Kinsmen Club of Edmonton.